

2010 Flower City looking good



Get outside, get healthy & get
excited about Rochester!



Robert J. Duffy, Mayor
City of Rochester, NY

We are wellness.



Living well takes commitment. A positive attitude. And someone to cheer you on.

That's why MVP Health Care is proud to support wellness in all its forms - by sponsoring hometown teams and many community programs - to help our communities take on life and live well!



www.mvphealthcare.com



Changing Rochester's future one garden at a time.

In celebrating Rochester's 175th anniversary last year, the Flower City Looking Good program emphasized Rochester's heritage as the Flower City. In 2010, we will continue to interpret our history, but also look forward to the growth of urban agriculture. Cities around North America and the world are finding ways to grow more food within the city, from bunches of carrots to chickens and bee hives. Philadelphia, Seattle, Detroit, Toronto and Cleveland have led the way, and the trend is coming to Rochester.

This year we've included many more workshops on growing food, from containers to roofs. While Mother Nature will always provide challenges, farmers (urban or rural) will ensure success by growing a diversity of herbs, vegetables and fruits.

For those with less than a green thumb, there has been a boom in farmers markets in the city and the suburbs. While the historic Rochester Public Market (106 years old) continues to provide a venue for farmers, producers and wholesalers,

other urban markets are mainly composed of vendors who grow or produce the products they sell.

The process of nurturing your own plants gives the gardener mental and physical benefits, not to mention the taste and price advantages. Grow extra rows for your neighbors, friends and relatives, or perhaps for a food pantry. Rochester has an ideal climate for growing some of the best fruits and vegetables in the nation. Our region is cold enough to give us exceptional apples, brussel sprouts and garlic, but warm enough to grow outstanding peaches and tomatoes.

A visit to Rochester's historic parks will also shed light on edible plants that can be added to the backyard. From persimmon, pawpaw, and date plum and nut trees in Highland Park, to dandelions greens and serviceberries growing wild in Durand Eastman, to wild grapes and strawberries

abounding in Genesee Valley Park. Inside this brochure you'll find a plethora of guided tours, by bike, foot or by kayak/canoe. Take advantage of the opportunity to see Rochester from the water or slowly on your bicycle or even slower by walking. Then you will begin to notice the details on 100 year old houses, wildlife on the river trail and fragrant Locust flowers. Most of these events are free or have minimal charges, to encourage everyone to experience what makes Rochester so special.

Rochester is not resting on its laurels. 2009 saw the completion of Ontario Parkway trail and the start of work on the El Camino Trail through the north side of Rochester. If you would like to volunteer to help with the trails, plant bulbs or remove debris along our waterways, please contact the City Recreation Office at 585-428-6770.



2010
**Flower City
Looking
Good**

Flower City Looking Good programs are built on volunteer involvement:

- Coastal Cleanup collected over two tons of debris from Rochester's waterways last year
- Citizens plant 40,000 bulbs and annuals throughout the city
- The Tree Team educates youngsters about tree care
- Free gardening and rose care workshops
- Flower City Kids, where 17,000 children nurture seedlings



FREE Horticultural Workshops and Talks March through October, 2010

Spring Garden Talks

Subjects covered include gardening with a budget of zero dollars, growing plants from seed, planning a vegetable garden, maximizing color with annuals & perennials, raising herbs and recognizing poison ivy. Each week will be a different presentation depending on the interests of those attending, so come to several if you can. Learn from your fellow gardeners and bring plants for help in identification. Talks will last for an hour, with time for questions throughout.

Mondays from 7–8 pm

March 29: Cornell Coop. Extension of Monroe County, 149 Highland Ave.
April 5: Danforth Community Center, 200 West Ave.
April 12: Thomas P. Ryan Community Center, 530 Webster Ave.
April 19: Edgerton Community Center, 41 Backus St.
April 26: the Rochester Civic Garden Center, 5 Castle Park/Highland Park
May 3: North Street Community Center, 700 North St.

Saturdays at the libraries from 12:30–1:30 pm

April 3: Winton Branch
611 N. Winton Road
April 10: Arnett Branch
310 Arnett Blvd.
April 17: Charlotte Branch
3557 Lake Ave.
April 24: Monroe Branch
809 Monroe Avenue

Fall Garden Talks

Subjects covered include seeding grass, dividing perennials, pruning shrubs, planting garlic, saving vegetable seeds, planting spring bulbs and composting. Fall is the best time to plant almost anything, except tomatoes and peppers. It is an excellent time to plant a late season crop of lettuce, peas and spinach. Perennials, shrubs and trees will have time to get their roots established in the warm fall soil with months to develop before facing the heat of summer. Planting in the fall will mean much less watering next summer and significantly larger plants.

Wednesdays from 7–8 pm

Sept. 15: Cornell Coop. Extension of Monroe County, 149 Highland Ave.
Sept. 22: North Street Community Center, 700 North St.
Sept. 29: Edgerton Community Center, 41 Backus St.
Oct. 6: Rochester Civic Garden Center, 5 Castle Park in Highland Park
Oct. 13: Thomas P. Ryan Community Center, 530 Webster Ave.
Oct. 20: Danforth Community Center, 200 West Ave.

Saturdays at the libraries from 12:30–1:30 pm

Sept. 11: Winton Branch
611 N. Winton Road
Sept. 18: Arnett Branch
310 Arnett Blvd.
Sept. 25: Charlotte Branch
3557 Lake Ave.
Oct. 2: Monroe Branch
809 Monroe Ave.

Rose Workshops

10 am – 12 noon, Saturdays
May 1, June 19, July 24 and Oct. 9.
Greater Rochester Rose Society members provide expert advice on roses and hands-on demonstrations. Meet by the fountain at the Maplewood Rose Garden, corner of Lake Ave. and Driving Park Ave. Free admission and no prior registration. Rain or shine.

May 1: Pruning Roses
June 19: Rose tours
July 24: Insects and Fungal Diseases in the Rose Garden
Oct. 9: Winterizing Your Roses



Special Events

Flower City Days at the Market

8 am – 2 pm, Sundays, May 9, 16 & 23; Memorial Day Weekend (Fri., May 28, Sun., May 30 and Mon., May 31), and Sun., June 6.

Rochester Public Market
280 North Union St.

Rochester's "Flower City" nickname is alive and thriving! Visit these Sunday horticultural sales which attract some 20,000 shoppers each week to the Rochester Public Market. Hundreds of area growers bring plants directly to gardeners. Join in Rochester's Green revolution; recycle your pots and plastic trays in front of the Market Office. Master Gardeners from Monroe County Cornell Cooperative Extension available every Sunday to answer all your gardening questions. Vendor spaces are still available! 428-6907

Maplewood Rose Celebration: Historic homes and heritage of the Maplewood Neighborhood

Sat. & Sun., June 19 – 20
Maplewood Rose Garden
Corner Lake Ave. and Driving Park Ave.

Bring your family and friends for a photo opportunity with over 5,000 roses. Held during the peak of the blooming season, the event focuses on the beauty of more than 300 rose varieties located at the historic Maplewood Rose Garden.

Discover the fun and benefits of gardening from Rochester's top-notch professionals in the "green" industry. There will be hands-on garden/landscape activities for adults & kids, and two days of horticultural workshops and demonstrations. Don't miss tours of the Lower Gorge and of historic Maplewood homes.

Other activities: "Party on the Driving Park Bridge" (Fri., June 18) and a Father's Day Picnic. Sponsored by the Maplewood Neighborhood Association, MVP Health Care, Wegmans and the City.

Rochester River Romance: Celebrating our Community's Love Affair With the Genesee River

Fri., Sat. & Sun., October 8, 9, & 10

Join this community-wide love affair as we focus the community spotlight on the Genesee River. An entire weekend is dedicated to the beauty and majesty of Rochester's Genesee River during this peak autumn foliage season.

Renew your vows on the Pont de Rennes Bridge at High Falls. Explore by foot, bike or water, the beauty and historical importance of locations along the Genesee Riverway Trail. Pick up your River Romance Passport for discounts at local restaurants and businesses. Fish for salmon below the Lower Falls and climb the tower of an 1822 vintage lighthouse. Take a romantic cruise on the Mary Jemison



or the paddle-wheeled Harbortown Belle. Put a team together to take part in the expanded, two-day Head of the Genesee Invitational Regatta.

A myriad of opportunities will be offered by the City in partnership with numerous collaborators. The weekend includes over 40 separate events: historic walking tours, bicycle treks, boat rides and races, nature walks, concerts and lakeside family fun, plus horticultural workshops and festivities all along the river corridor.



Born on the waters

The history of Rochester is entwined with that of the Genesee River, the city's greatest natural asset. This 175-year love affair of the river is celebrated with over 45 activities during River Romance Weekend.





Health and Wellness Activities

Explore nature and the city's amazing historic parks (a system established in 1888) as well as Edwardian and Victorian neighborhoods by bike, on foot or in a canoe. Walks, jogs and rides are leisurely with slight grade changes, mostly on paths or sidewalks. Helmets required for bike rides. 428-6770. Cancellations due to weather will be made at start time on site.

May 25: Guided Bike Ride, High Falls Neighborhood. Travel along the Genesee Riverway Trail and by road into the community. Ride through downtown Rochester, Genesee Valley Park, view the exciting new development at Brooks Landing and take a quick break for a sample of coffee or fresh squeezed juice at Boulder on Brooks. Visit the Corn Hill and Susan B. Anthony neighborhoods and view the Frederick Douglass Museum site. This ride is also offered during the River Romance Weekend.

Ride begins at the Pont de Rennes, behind the Centers at High Falls.

June 1: Guided Bike Ride, Genesee Valley Park Neighborhood Trails. Bike along the Erie Canal Trail, Genesee Riverway and the Genesee Valley Greenway Trails. Explore some of the Frederick Law Olmsted's most remarkable landscape creations. Stop at the Genesee Waterways Center and hear about the plans to make Rochester's trail system a world-class commuting alternative. Ride begins at the Genesee Valley Park pool parking lot, 131 Elmwood Ave.

June 8: "Discovering Rochester's Wilderness Walk, Turning Point Park. Journey across the River board walk at Turning Point North and also the Red Falls trail and Bullock Woods. Hear the story of how devoted citizens turned an industrial site back into

FREE
MVP Health Care
Tuesday Nature
Nights



Join us along new paths to the "roads less traveled."
6 pm, Tuesdays,
May 25 through August 24

a natural wonderland. Learn about how nature can reclaim and nourish even the starkest landscapes. Please be prepared for uneven terrain. Walk begins at the Boxart St. parking lot.



Get fit, for FREE

Nature Nights will lead us to explore the natural environment and to appreciate the land and waters that inspired the growth of Rochester.

June 15: Guided Bike Ride, Seneca Park and Turning Point Park. Cross over to the west side of the Genesee River and ride on the Genesee Riverway Trail to the Port of Rochester. Learn about how improvements to Rochester's sewer system were incorporated into a magnificent river crossing. Pass by Rochester's oldest cemetery. Enjoy spectacular views of the river gorge, ride on the 4,000 foot boardwalk in Turning Point basin and under the O'Rourke Bridge. Includes a rest break at Hose 22, Charlotte's newest eatery and a prime example of reuse of a historic structure. (This ride is also offered during the River Romance Weekend.) Ride begins at the Seneca Park Zoo parking lot.

June 22: Guided Bike Ride, Maplewood neighborhood. Explore the stately homes of Maplewood, hear the stories of McCrackinville and Carthage and the five bridges across the Genesee. Ride on the Genesee Riverway Trail through Seneca Park and visit the El Camino Trail and hear how a group of citizens are determined to change a neighborhood through the reuse of an abandoned railroad right-of-way. Take in close up views of Lower Falls and Genesee River Gorge. Ride begins at the Rose Garden parking lot, Lake Ave. & Driving Park Ave.

June 29: "Restoring Our Environment" Walk-Durand Park Boardwalk Tour. Hear about the City's ambitious plans to clean up the water flowing into the Lake and once again make this area a summer playground. Learn how volunteers have restored Durand Eastman Park's magnificent arboretum, journey along the beach, over wetlands, through woods and discover unique tree species. Walk begins at the eastern most parking lot along Durand beach.

July 6: Guided Bike Ride, Marketview Heights and Neighborhood of



the Arts. See manufacturing buildings built in the 1800's now converted to loft housing, eateries and a brewery. Ride along University Ave. to view sidewalk art and enjoy the George Eastman House gardens. Enjoy a sample of beer from Rohrbach Brewery or coffee at Java's at the Market to cap off a perfect city evening. Ride begins at the Rochester Public Market, 280 N. Union St.

July 13: University of Rochester Arboretum Walk. Explore the UR Arboretum with Manager of Horticulture and Grounds, Dan Schied. The Campus Walk exhibits hundreds of tree species and unique varieties. Visit the riverside Iris garden and hear about its Japanese inspired design. Walk begins at the westside steps of UR Rush Rhees Library.

July 20: Guided Bike Ride, Eastside elegance tour. Explore the City's "Neighborhood of the Arts" and ARTWALK. Ride along East Ave. and view beautiful City mansions. Enjoy Cobb's Hill Reservoir, a great view north and the bustling and eclectic Park Ave. neighborhood. Includes a

rest stop at Starry Nights Café. Ride begins at Towner's Bicycle Shop, 1048 University Avenue.

July 28: Guided Outrigger Canoe Paddle, Genesee Valley Park Waterways Center. 149 Elmwood Dr. Skyline Tour takes paddlers from Genesee Valley Park to the South Wedge neighborhood and features a breathtaking view of the city. \$15 per person. Preregister: Jun. 9 - Aug. 23

August 3: Guided Bike Ride, Ontario Parkway Trail and Charlotte Neighborhood. Take a quick spin around the Port Area and hear about the ambitious plans for the area. Ride the new Parkway trail through wetlands to Island Cottage Road. Return along Beach Avenue with great views of the Lake and historic beach-front homes. Walk your bike along the "secret sidewalk," a remnant of the days of the trolley. Cap off the evening with a sample of frozen custard at the original Abbott's. Ride begins at the boat launch parking lot.



August 10: Guided Canoe/Kayak Paddle, Genesee Valley Park Waterways Center. 149 Elmwood Dr. Paddle from Genesee Valley Park south to the convergence with the canal and on to Red Creek. See historic Olmsted landscape and bridges from the water. Explore the wilderness of Red Creek as it weaves through a Brighton Neighborhood. \$15 per person. Preregister: Jun. 15 – Aug. 8.

August 17: Guided Bike Ride, Mount Hope Cemetery. Explore the oldest municipally maintained Victorian cemetery in the United States, dedicated in 1838. Take a slow, leisurely ride with the Friends of Mount Hope Cemetery and view many grave sites including those of Frederick Douglass and Susan B. Anthony. Ride begins at the Genesee Valley Park pool parking lot, 131 Elmwood Ave.

August 24: Guided Bike Ride, Corn Hill neighborhood. Bike on the Genesee Riverway Trail and explore the Corn Hill neighborhood, and view its historic collection of stately homes. Enjoy a quick refreshment break at Boulder Coffee Company on Brooks. Ride begins at the Genesee Valley Park pool parking lot, 131 Elmwood Ave.

Rochester Bicycling Club Slow & Easy Ride Series. Weekly from May to October, these rides, led by members

of the Rochester Bicycling Club, are longer (9 to 23 miles), utilize urban and rural streets and trails, and are designed for riders who want to develop their riding skills. Helmets required and riders under 18 must be accompanied by an adult. www.rochesterbicyclingclub.org.

Canoe and Kayak rentals at Turning Point Park. Available 9 am–4 pm, June 12–13, August 7–8 and Oct. 9–10 (three weekends over the summer and fall) at the Turning Point Park landing. Turn east on Boxart St. off Lake Ave., right turn to parking lot, then walk down to Genesee River boardwalk. \$15 per hour; \$25 2/hrs. and \$40/day.

Additional Turning Point Park canoe tours are scheduled for Thursday evenings in May through October. For more information contact www.geneseewaterways.org or call 585–328–3960.



Peddle power

Opportunities for scenic rides in Rochester are limitless, with recreational trails ranging from a short one mile trek to more than 50 miles long.



Hike, bike, walk or run

With more than 12,000 acres of parkland, over 100 miles of trails, and waterways, you have no excuse other than to get out and just do it!

Genesee Waterways Center (GWC)

Headquartered in Genesee Valley Park, the Genesee Waterways Center (GWC) is the gateway to outdoor activities on or near the water in Western New York. GWC is a not-for-profit organization that promotes paddling, rowing & sculling and related outdoor activities—programs for everyone! The Center offers top-notch instructors and growing facilities, extensive rental equipment for canoeing & kayaking and more for visitors to make the most of their outdoor experience. These recreational facilities and year-round classes are available to all ages and ability levels, from youth to adults and novice to competitive.

and aerobic condition by steady pace and interval training in an outrigger canoe (the most stable boat you could paddle.) Guided by a trained steersperson, paddlers achieve personal fitness goals in the great outdoors in this unique group exercise program. Designed for individuals 14 years of age or older. Accessible to people with physical disabilities.

Additional recreational outrigger canoe tours can be scheduled to meet you and your group needs July through October.

For information or registration call Anita O'Brien, SportsNet Supervisor, 585-271-1894 ext. 742 or e-mail: A_O'Brien@rochesterrehab.org
Registration deadline: July 23.

Outrigger Fitness Class

Monday and Wednesdays from 6-7:30 pm (1 hour paddling time), August 3-26.
Cost: \$80/8 class session
Improve your speed, endurance





It's gorge-ous! In the early 1800's rivers were the primary power sources and transportation routes. Accordingly, much of Rochester's early history involved the Genesee River and its gorge. The Lower Gorge has been a major mecca for fishing, sightseeing, industry and exploration ever since.

SportsNet

SportsNet is a program of the Rochester Rehabilitation Center located at 1000 Elmwood, Suite 600, Rochester, NY 14620. SportsNet offers adapted sports and inclusive recreation opportunities in Wheelchair Basketball, Outrigger Canoeing, Golf, Sled Hockey, Power Chair Soccer, Cycling, Sailing, and Water Wellness. Whether you are just beginning or are looking for competitive options, please contact us for more information and get started on a life long journey of fun! For more information, contact Anita O'Brien, SportsNet Supervisor, 585-271-1894 ext. 742 or e-mail: A_O'Brien@rochesterrehab.org

Explore 175 Years and More of Lower Gorge History! Lower Gorge Explorer, Two FREE Series of Five Guided Hikes.

Who was Elsa Von Blumen? Where was McCrackinville? Where was the largest single arch wooden bridge ever built located? Why is the Charlotte Lighthouse so far from Lake Ontario? These and many other questions will be answered on the Lower Gorge Explorer hike series, designed to acquaint participants with the history of the Genesee lower gorge. Participants completing all five hikes will join the ranks of Lower Gorge Explorers and be eligible to receive a commemorative coin. Participants must be able to walk four miles at a

moderate pace. Terrain is generally flat but a few walks have more difficult spots. No preregistration is necessary. Visit: www.lowerfalls.org and select Lower Genesee Gorge.

Participants meet at a designated place and carpool to the starting point. Restroom facilities are limited. Wear comfortable clothing and shoes. Bring drink and snacks as preferred. Rain or shine. Send questions to claymagee@frontiernet.net



LOWER GORGE EXPLORER SUMMER SERIES 1:

June 12 and June 19 and 20
(Maplewood Rose Celebration)
June 26 and 27 (Rochester Harbor
and Carousel Festival)
Saturday and Sundays, 9 am–12 noon

June 12: Meet in the Petten St. parking lot. Turn east off Lake Ave. onto Petten St. between the Lake Ontario Parkway/O'Rourke Bridge and Charlotte High School. Explore the historic Olmsted designed Seneca Park North including: Trout Pond, Aviary and Bandstand and the historic trail system. Also Irondequoit Flats, Shedville, Rattlesnake Point and the O'Rourke Bridge.

June 19: Meet in the Maplewood Rose Garden parking lot, corner of Lake Ave. and Driving Park. Walk the west side of the Genesee Gorge and

visit Maplewood Park, the Veterans Memorial Bridge, The Eastman Memorial and Kings Landing Cemetery (Rochester's oldest burying ground). Hike also includes Kelsey's Landing, the former St. Bernard's Seminary as well as the Lower and Middle Falls.

June 20: Meet in the Seneca Park Zoo parking lot, St. Paul Blvd. Explore the Southern environs of Seneca Park and the surrounding riverfront neighborhood including Seth Green switchback trail, Rochester School for the Deaf, the former Kodak Hawkeye Works (now ITT), Carthage and the Driving Park Bridge.

June 26: Meet on Tamarack St., south off Beach Ave. View the historic, lakefront homes and the "secret sidewalk," visit the Port of Rochester, the Charlotte/Genesee Lighthouse,

Charlotte Cemetery and the Bill Davis overlook.

June 27: Meet at Petten St. lot. Hike features the Genesee Riverway Trail and its spectacular elevated riverwalk over the Turning Basin. Also includes Riverside and Holy Sepulchre Cemeteries, Turning Point Park and Bullock's Woods.

LOWER GORGE EXPLORER FALL SERIES 2:

Sundays and one Saturday: Sept. 19, 26, Oct. 3, Oct. 9 and 10, 1–4 pm

Sept. 19: See June 26 hike.

Sept. 26: See June 27 hike.

Oct. 3: See June 12 hike.

Oct. 9: River Romance Weekend, see June 19 hike.

Oct. 10: River Romance Weekend, see June 20 hike.

So much to explore! With over 3,500 acres of city parks, Rochesterians find ample greenspace for fun, fitness and environmental activities.



City Parks & Neighborhoods

Perfect backdrops for outdoor fitness activities.

FLOWER CITY CHALLENGE, April 24 & 25, EXCITING NEW EVENT PRESENTED BY FLEET FEET SPORTS

Genesee Waterways Center

Saturday, April 24, River Challenge, Run, Bike and Paddle, Duathlon or Triathlon, events for all fitness levels.

Blue Cross Arena

Sunday, April 25, Flower City Half Marathon and Mayor's Family 5K. Be part of this first time family fitness event. Information: visit www.FlowerCityChallenge.com

Durand Eastman Beach Beach Cheap Aquathlon Series

Thursdays, June 24, July 22 & August 26. Start time is 6:30 pm. On-site registration begins at 5:30 pm or preregister online at www.yellowjacketracing.com

Join us for great fun by land or sea. Participate in one, or all, of three Aquathons at Durand Eastman Beach. Each event will be a Swim-Run or Run-Swim-Run. This includes a 5K run or two 2.5K runs (approx. 3 miles total) and 1K swim. Half of the run course will be on the beach and the other half on bike path. Runners will then transition from water or land and head for the finish line!

Pumpkins in the Park 5K Race

Sat., October 30 at Cobbs Hill Park. 5K begins at 9 am, Youth runs at 10 am. Meet at Cobbs Hill Lake Riley Lodge, Norris Dr. off Culver Rd. Celebrate fitness with your family and friends while supporting city youth sports. New 5K and 50-yard run for ages five and under, 100-yard run for ages 6 through 8, half-mile run for ages 9 and 10 and a one-mile run for older youth. On-line preregistration at www.yellowjacketracing.com. (Select: Run for City youth sports)

ROCHESTER'S NEIGHBORHOODS, PARKS, GARDENS AND TRAILS BENEFIT FROM VOLUNTEER INVOLVEMENT

April 18: Earth Day Celebration "Cache In, Trash Out."

Part of Canal Sweep state-wide effort to beautify the Erie Canalway Trail and surrounding areas. 9:30-11:30 am, Sat. Clear winter debris from along the Genesee Riverway Trail while using a global positioning system to navigate. Meet in the FOODLINK parking lot behind their warehouse at 936 Exchange St. at the corner of Flint. This fun scavenger hunt includes walks, games and demonstrations aimed at educating families about the environment. Find clues hands-on by lifting rocks, logs and leaves.



Teams of youth and adults from recreation centers, neighborhoods and organizations will be responsible for removing a trash bag of debris. Supplies will be provided or bring your own gloves and rakes. A healthy lunch will be provided by FreshWise Catering at the conclusion of the event. Families, all ages welcome. Call 428-6770 to preregister by April 3.

April 24: Arbor Day

11 am, Fri. A nationally-celebrated event recognizing the significance of trees to the health of communities. Named a "Tree City USA" for 28 consecutive years, the city of Rochester maintains and manages thousands of city-owned trees and participates in a tree-planting event each year which involves residents. Location to be announced. 428-6770

June 4: Flower City Kids Picnic and Planting Day

10 am-2 pm, Fri., Ontario Beach Park. Thousands of Rochester students plant flowers started in the classroom during a picnic at Ontario Beach Park. Volunteers call 428-6770 to sign-up.



On the cutting edge. City garden contest winners beautify neighborhoods with their labor of love.

Keep it green! To date, more than 15,000 volunteers have demonstrated pride in Rochester by working with City crews to clean and beautify the city.



Keeping Rochester clean and green!

Volunteers Care for the Environment

Making a CLEAN SWEEP through the Flower City

In 2009, thousands of volunteers brought pride to city streets by cleaning debris and litter from neighborhoods and parks. In 2010 the city will host four Spring Clean Sweep events.

2010 Clean Sweep Dates

May 1: SW, Genesee Valley Park

May 8: NE, Norton NSC

May 15: NW, Edgerton

May 22: SE, Cobbs Hill

Call 311 or visit www.cityofrochester.gov to sign up.

Scout Sweep

April 24, 9 am–12 noon, Sat. Area scouts and other volunteers will clean the entire length of the Genesee Riverway Trail from Turning Point Park to Genesee Valley Park. Scout troops may contact the Otetiana Council at 585-244-4210.

Rochester Blossoms! Volunteer Activity

May 22 and Oct. 2, 8–10 am. Meet at City Parks Offices, 420 Dewey Ave. Thousands of flowers are planted throughout city parks during this effort. Register by May 8, but call earlier to discuss planting locations. Plants also distributed to neighborhood groups planting in city open spaces. (Daffodil and tulip bulbs will be planted on Oct. 4. Register by Sept. 25). Call 428-6770 for a registration form.

June 19: Perennial Swap

9–11 am, Sat. Maplewood Rose Garden, located on Driving Park Blvd. across from the YMCA. Meet area gardeners during this FREE Perennial Swap. Bring labeled divisions, one to leave and others to trade.

International Coastal Cleanup

9 am, Sat., Sept. 18. Recognizing the importance of our natural resources, the Rochester area again joins this international effort. On foot, by boat, canoe or kayak, volunteers will clean up the area's waterways at locations such as Genesee Valley Park, Turning Point Park, Seth Green Drive and others. Call 428-6770, or visit www.rochestercoastalcleanup.org for details.

Annual City Garden Tour "Edible & Sustainable Landscapes"

Saturday, July 17, 1–4 pm, and Sunday, Sept. 12 from 1–4 pm. Visit local city farms and gardens which harvest herbs, vegetables and fruit, even a few chickens! Maps available at local sponsors, libraries and City Recreation Administrative Offices, 400 Dewey Ave. Optional: bring divisions of plants or seedlings to share.

Close to home...

Rochesterians know the joy (and economics) of harvesting their own food or buying from a local farmers market. Neighbors till over 300 community gardens planted in vacant lots within the city.



Adopt a Garden

A healthy activity for both mind and body, community gardens provide a rewarding way for volunteers to help the community and to enjoy new friends. Vacant lots can be adopted if they are owned by the City. Recruit

some neighbors to work together on this kind of project, so that there are enough people to keep up the weeding, watering and general maintenance all season. Raised beds are an excellent way to grow a garden. Call 428-8820 for information.

Flower City Garden Contest

The efforts of hundreds of dedicated city gardeners have been recognized over the past 18 years through the Flower City Garden Contest. Any gardener may nominate his/her own garden or a neighbor's garden. Recognition and prizes are awarded in the following categories: 1. Best Use of Container Gardening 2. Best Use of a Water Feature 3. Best Educational Garden Project 4. Best Community Enhancement Garden 5. Best Wildlife/ Butterfly Habitat Garden and 6. Best Urban Farm. Call 428-6770 or go to www.cityofrochester.gov for more information or to access the garden contest entry form. Enter by July 3. Visit www.cityofrochester.gov/fclg.

Winter Garden Contest

Enter by Feb. 26, 2011
Recognition and prizes are awarded in the following category: Best Winter Garden. Judging is based on the use of colors, textures, structures and other winter plant characteristics. Call 428-6770 or www.cityofrochester.gov/fclg to access the garden contest form.

Major Symposiums held in the spring and fall every year

If you still have a thirst for more information check out these local gardening events.

The 19th Annual Spring Garden Symposium will have author Claire Sawyers and designer Bruce Zaretsky. March 6, 2010 at the Eisenhart Auditorium. Visit www.RCGC.org

14th Annual Gathering of Gardeners will feature Bill Hendricks of Klyn Nurseries and C.L. Fornari, author & gardening expert. Sept. 11, 2010 at the Eisenhart Auditorium. Visit www.GatheringofGardeners.com

ANNUAL FLOWER SHOWS IN THE ROCHESTER AREA

With the theme "Alien Nature," **GardenScape 2010** will be March 11-14 at the Dome Center in Henrietta for the 19th year. Recognized as one of the best indoor flowers shows in the country by the New York Times, Rochester's Flower Show has acres of flowers, while the snow remains outside. Visit www.RochesterFlowerShow.com

35th edition of the **Genesee Region Orchid Society Spring Show and Sale**, April 8-10, 2010 at the Eisenhart Auditorium. Visit www.GeneseeOrchid.org

Rochester is a hotbed of Bonsai activity with world-class shows:

May 15-16, 2010 - 37th Bonsai Society of Upstate New York Annual Show at Monroe Community Hospital. Visit www.bonsaisocietyofupstatenyny.org.

2nd U.S. National Bonsai Exhibition

June 12-13, 2010 in Rochester at Monroe Community Hospital. Visit www.InternationalBonsai.com

28th Annual International Bonsai Symposium in Rochester.

Sept. 9-12, 2010 at the Holiday Inn Airport featuring "North American Bonsai". Visit www.InternationalBonsai.com

Project Green: Growing Rochester in the Right Direction



Imagine a city where neighborhoods are built around parks and gardens, where building walls and rooftops are alive with vegetation; where tree-lined streets encourage commuters to ride their bikes or take a walk.

This is the vision of Project Green, a bold plan that would change the look and feel of Rochester by replacing vacant properties with vast swaths of green space. It's a plan that recognizes Rochester's built environment – our buildings, streets

and public utilities – no longer match our population trends.

Over the next 20 years, more than three dozen city blocks will be converted into a “green infrastructure” of open space that can be used for such purposes as community gardens, urban farms, parks and renewable-energy generating facilities. These green spaces will be connected by a network of pedestrian- and bicycle-friendly “green corridors” that

will further enhance Rochester's exceptional quality of life. Other elements of Project Green include the installation of roof-top gardens, historic preservation, focused investment and strategic development of the city, and its downtown and waterways.

Project Green is an opportunity to shape Rochester's future – an opportunity to grow the city in the right direction.

eat well. live well.™

principle

1
strive for
5 cups
of fruits & vegetables

principle

2
get
moving

principle

3
calories
count
so watch your portions

principle

4
measure your
progress

Helping you live a healthier life

Learn more about the Wegmans “eat well live well” principles at wegmans.com.

Wegmans



A bouquet of thanks to our sponsors

Major corporate sponsorship of the City's Flower City Looking Good Program for Gardeners and Environmentalists is provided by MVP Health Care and Wegmans. Thanks also go to the following supporters and partners:

Abbott's, American Littoral Society, Community Water Watch, Compeer, Cornell Cooperative Extension of Monroe County, Cornhill Landing, Fleet Feet Sports, Foodlink, Friends of Mount Hope Cemetery, Frontier Telephone Pioneers, Genesee Waterways Center, Genesee Valley Recreation and Parks Society, Genesee Corridor Business Assoc., Harris Seeds, High Falls Business Association, High Falls Brewery, Lower Gorge Explorer Volunteers, Maplewood Neighborhood Association, Ontario Beach Park Program Committee, Parks and Trails New York, Rochester AmeriCorps, Rochester Bicycling Club, Rochester Civic Garden Center, Rochester Landscape Technicians, Rochester Public Market, SportsNet.

Flower City Garden Contest Form

Submit this form on-line at www.cityofrochester.gov/fclg or via mail by July 31, 2010. Four photos of the garden must also be mailed to: **Att: Garden Contest, Administrative Offices, 400 Dewey Ave., Rochester, NY 14613**. Enter your own garden or that of an outstanding garden in your community. Call 585-428-6770.

Name _____

Address _____

Zip _____

Telephone _____

e-mail _____

Category (check one):

- | | |
|--|--|
| <input type="checkbox"/> Best Use of Container Gardening | <input type="checkbox"/> Best Use of a Water Feature in a Garden |
| <input type="checkbox"/> Best Educational Garden Project | <input type="checkbox"/> Best Wildlife/Butterfly Habitat Garden |
| <input type="checkbox"/> Best Neighborhood Enhancement Garden | <input type="checkbox"/> Best Urban Farm |
| <input type="checkbox"/> Best Winter Garden (Enter by 2/26/2010) | |

Location of garden _____

Description _____

- ☐ Please send me literature on other Flower City Looking Good volunteer opportunities.